


### A Message from Gene Whaley

God has richly blessed Operation Inasmuch<sup>®</sup>. So much so that more than 2,000 churches in 24 states have conducted Inasmuch Day or Inasmuch United events. Our vision is that a movement will develop so that churches in all 50 states will soon host or join an Inasmuch event – and that churches and communities across America will experience a Compassion Revolution. We know that only God can make this happen... but *you can help* that movement continue by following the guidelines provided in this Terms and Graphics Guide. You may wonder how using consistent graphics and terminology can move the Compassion Revolution forward, but it can in several ways

**Create a sense of movement:** We are all part of something bigger than any individual church or organization, a movement. Social movements (like revolutions!) spread because they share a vocabulary that quickly translates to others what the movement stands for – like “Tea Party” and “Occupy Wall Street.” The words “Operation Inasmuch” have already encouraged a movement to 2,000+ churches, but these days many organizations market themselves with a single word. Think Starbucks, Google, Yahoo, Habitat. And when you hear Starbucks, Nike, Facebook, Twitter, an icon pops into your mind, doesn’t it? Look at your smart phone or PC and you’ll know that icons are key to an organization’s identity. So we want to spur this movement forward using the word ***Inasmuch*** and our  Operation Inasmuch icon.

**Reduce confusion for potential *new* churches and donors:** It’s been difficult to explain what we do when both the national organization and what we train churches to do is called “Operation Inasmuch.” Use of the terms Inasmuch Day, Inasmuch United, and Inasmuch Life helps alleviate that problem.

**Help churches know that a national equipping ministry exists:** Many people don’t know that there’s a national organization called Operation Inasmuch (it’s a day of service to them). That’s another reason why “Operation Inasmuch” must point to the national organization. We want more organizations to know who we are so we can train them to serve their communities. We also want them to easily find us online: links from your web sites and Facebook pages to ours will help!

**Reveal that the city- and organization-wide events are related to a national ministry:** In order to create their own identity, many of the group events started to use new names such as “Serving Knoxville as One” or “Blitz Day.” Here in Knoxville, they changed their local event to Inasmuch United Knoxville. This helps them retain their individuality, while pointing back to the national ministry and highlighting the word “Inasmuch.” If all the group events used the term Inasmuch United/Day, it would impart a sense of movement: groups of churches are working together all over to fulfill Jesus’ Inasmuch command.



We want more churches to join the Compassion Revolution and obey Jesus’ Inasmuch command. And we want churches to know where to get the training so that they can minister to the least of these for a day, together throughout a community, and for a lifetime. Thanks so much for your help in this!

Operation Inasmuch Terms and Graphics Guide

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Operation Inasmuch, Inc. has made a lot of changes in our graphics and terms in the past. It can be overwhelming and now, we are asking *you to help* by adhering to the guidelines that follow:

The following chart may help put all of the changes in context by comparing Operation Inasmuch, Inc. with Habitat for Humanity:

<b>National (International) organization name</b>	<b>Habitat for Humanity</b>	<b>Operation Inasmuch</b>
<b>Role of national organization</b>	National marketing; training, equipping local affiliates	National marketing; training, equipping local churches
<b>Recognized single word (brand)</b>	Habitat	Inasmuch
<b>Icon</b>		
<b>Tag Line</b>	A world where everyone has a decent place to live	A Compassion Revolution
<b>Services or aspects of the ministry</b>	Habitat build	Inasmuch Day
	Habitat ReStore	Inasmuch United
	Cars for Homes	Inasmuch Life

If we all work together to use these new terms and graphics, then one day the Compassion Revolution will have spread to so many churches and communities, the term “Inasmuch” will be as universal as “Habitat!”

Find what you need in the following sections:

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## Terms and Phrases to Use

The following are key terms that we hope you will use – along with their “new” definitions:

### Operation Inasmuch®

1. A national organization that equips churches to mobilize church people to serve the needy in their communities through an Inasmuch Day, an Inasmuch United or via the Inasmuch Life process.
2. A movement of compassion – an operation of the Spirit by which many churches have started to serve their neighbors in need with the assistance of Operation Inasmuch’s resources: as in “We’re part of Operation Inasmuch.” Or “We’re conducting this Day with Operation Inasmuch.”

### Inasmuch Day

A single day of community service, typically by one church: “One Church, One Day.” Both terms - Inasmuch and Day - are capitalized in this title.

\*\* When used as a title in a document, a web site, or on social media (i.e.: Facebook, Twitter) the organization’s name should precede Inasmuch Day, as in “**Fellowship Church Inasmuch Day**” or “**Campbell University Inasmuch Day.**”

### Inasmuch United

Community service conducted by many churches on the same day in a community, across geographic area, or through a network of related churches: “Many Churches, One Day.” Both terms – Inasmuch and United – are capitalized in this title.

\*\* When used as a title by a group of churches in a document, on a web site, or on social media (i.e.: Facebook, Twitter), the community, network, or geographic area should follow the term Inasmuch United, as in “**Inasmuch United Knoxville**” or “**Inasmuch United Southern Synod.**”

### Inasmuch event

This generic term refers to either an Inasmuch Day or an Inasmuch United. The word “event” is not capitalized in this case.

### Inasmuch Life

This is Operation Inasmuch’s new program by which a church will mobilize many of its people into the community on an ongoing basis: “One Church, Many Days.” Both terms – Inasmuch and Life - are capitalized in this title.

### A Compassion Revolution

1. A movement of churches that have started to serve their communities more than they did in the past.
2. The effect on a congregation and a community when the church holds its first Inasmuch Day and continues to serve the “least of these.”
3. What will happen in America when more churches start to serve people in need more frequently: “Many Churches, Many Days.”

## Terms and Phrases to Avoid

Please help us prevent confusion and accelerate the Compassion Revolution movement by **avoiding use** of the following terms:

- In As Much
- InAsMuch
- OIAM (instead, use “Inasmuch”)
- Blitz Day (as a formal title)
- Any variety of multi-church one-day of service names (e.g., “Serving Knoxville as One”)
- *Any acronyms* representing the ministry or your event (Instead, use “Inasmuch” or “Inasmuch event”)
- Your church or group name followed by or preceding Operation Inasmuch (e.g., do not use “Faith Church Operation Inasmuch,” instead use “Faith Church Inasmuch Day” or “Inasmuch United Grant County”). We hope one day to establish local affiliates that will use our formal name (as Habitat does).

## Colors to Use

Please use our two colors – black and red (and no others) - when displaying the logos or adding colored text to any Inasmuch Day or United promotions. Inasmuch Red numbers follow:

### Inasmuch Red



R=181 G=18 B=27  
C=0, M=90, Y=85, K =29  
Hex (internet safe) = #b5121b

Pantone (commercial print on paper and vinyl):  
Non-coated paper = 1797U  
Coated paper and vinyl = 1805C

## Fonts to Use

Please use Calibri and **Calibri Bold** for printed and electronic versions of documents that promote your Inasmuch Day and Inasmuch United (these fonts match the logotypes). If not available, use Arial and **Arial Black**.

## Operation Inasmuch, Inc. Logo

We provide two large JPG versions of the official Operation Inasmuch, Inc. logo with the Forms, Templates, Letters, and Logo CD. If you have other needs (e.g., white logos for use on dark backgrounds, logos with transparent backgrounds, EPS for commercial printing and banners, etc.), give us a call or fill in the logo order form online at [www.operationinasmuch.org/logos](http://www.operationinasmuch.org/logos).

Please use the Operation Inasmuch logo when referring to

- The national ministry of Operation Inasmuch, Inc.
- The movement of which we are all a part: Operation Inasmuch IS a Compassion Revolution!

When using our logos, we would also appreciate your adherence to the following in order to maintain continuity:

**Do** use the current version of the logo (tag line: **A Compassion Revolution**).

**Do** maintain the same ratio of Height to Width of the logos.

**Do Not** skew or rotate the logo.

**Do** leave space around the logo – approximately  $1/5 H$  on every side.

**Do** place the logo with a white background on a white background *only*. **Do Not** place it on a colored background.

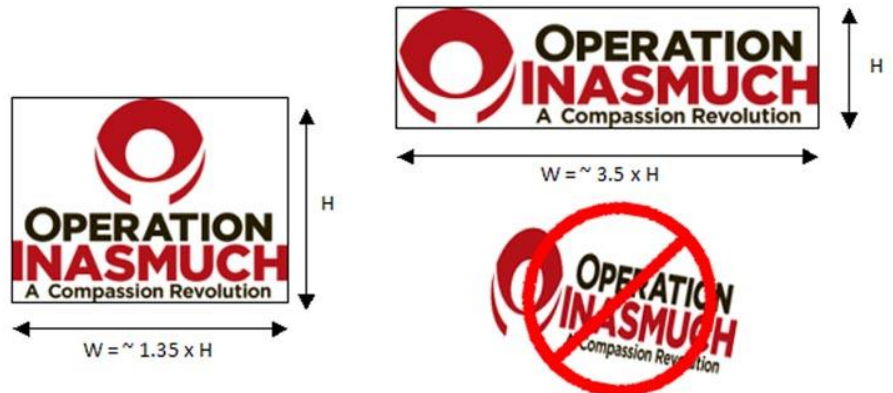
**Do** use the transparent background PSD version if placing logos on a dark or colored background (contact us for that logo).

**Do not** put the logo in front of another graphic (e.g., picture, photo, illustration).

**Do not** change the color of the logo.

**Do not** print apparel (e.g., t-shirts, caps) without permission from the national Operation Inasmuch office.

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### Inasmuch Day Logo

We provide Inasmuch Day JPG logos to promote your Inasmuch Day. Please contact us if you need other versions of the Inasmuch Day log.

The same **Do's** and **Do Not's** listed for the Operation Inasmuch logo (previous page) apply to the Inasmuch Day logo



If you plan on using the Inasmuch Day logo in the same space as the Operation Inasmuch logo, we prefer that you use a version *without* the icon.

### Inasmuch United Logo

We provide the Inasmuch United JPG logo to promote your Inasmuch United. Please contact us if you need other versions of the Inasmuch United logo.

*We would be happy to create a custom United logo for you. Please contact us with the name of your United group (up to 15 characters) or visit [www.operationinasmuch.org/logos](http://www.operationinasmuch.org/logos).*

The same **Do's** and **Do Not's** listed above for the Operation Inasmuch logo apply to the Inasmuch United logo.

If you plan on using the logo in the same space as the Operation Inasmuch logo, we prefer that you use a version *without* the icon.



### Link to Us!

We would very much appreciate your posting the Operation Inasmuch logo on your web site and linking it back to [www.operationinasmuch.org](http://www.operationinasmuch.org). *This will help new churches find us for training and resources.* You might introduce the logo with such phrases as:

- Join the Compassion Revolution here:
- We were equipped for the Compassion Revolution by:
- Operation Inasmuch can help you join the Compassion Revolution. Click here:



## Social Media Guidelines

Social Media (i.e.: Facebook, Twitter) is a critical place to be these days, especially if you are trying to create a movement. We recommend that you use Facebook if you are promoting or organizing your Inasmuch Day or Inasmuch United -- it's a great place for sign ups and ideas. So we anticipate seeing more and more of you there and *if you Like us, we'll Like you!*

However, if you set up an Organization, Company, Non-Profit Organization, Group, or Events page on Facebook, we would prefer that it **not be called "Operation Inasmuch"** to avoid confusion with the national organization.

**Instead**, please use the titles discussed earlier. The church or organization's name should go on the front end for an Inasmuch Day Facebook page title, as in "**Fellowship Church Inasmuch Day**" or "**Campbell University Inasmuch Day.**" For an Inasmuch United Facebook page title, the name goes after the term Inasmuch United as in "**Inasmuch United Knoxville**" or "**Inasmuch United Southern Synod.**"

We encourage you to use our Icon as your Profile Picture. This way, anyone who sees the Operation Inasmuch icon on posts will know that we are related – it's a movement!

You can use your Inasmuch Day or United logo as your Cover, or we can provide you with custom graphics such as the following (incorporating the Inasmuch Day or custom Inasmuch United logo).



## Apparel

There is one final way that we can show our unity, reduce confusion, and promote the Compassion Revolution movement.

We can wear the same t-shirts and caps ([available in our e-Store](#)). We are *all* part of Operation Inasmuch, a movement of the Spirit to create A Compassion Revolution!

